

***Better Business* interacts with Media representatives and introduces 2011's plan**

(Amman – March 2011)

Media representatives were gathered at Better Business premises to actively engage with the team which was led by Dr. Suhail Jouaneh, the Co-Founder & Chief Learning Officer and Mrs. Abeer Qumsieh, Founder & Director. The event interactively introduced Better Business in a very creative way represented interactively in a manner never done before with the media. The activity helped the media representatives see the true values of Better Business and its achievements in the field of training and specifically the reinvention of corporate services.

"Today's meeting is an important one because we strongly believe in the role our media plays and particularly in relaying important messages through their work and contribution in general" Dr. Jouaneh commented.

"It is a good opportunity to learn from the media and to widen our horizons when it comes to interesting press topics and trends; it is a two way relationship and we will build on it in future events and gatherings," added Dr. Jouaneh.

The event gathered more than --- media representatives from Jordanian publications and involved an interactive presentation highlighting Better Business's work, clients and important achievements attracting regional clients as well; the presentation was followed by a lunch that gathered both parties on one table. Better Business's methodology has been thoroughly discussed focusing on understanding an organization, forming a custom product, and delivering quality programs with follow up to ensure success.

Better Business was established since 2003 by a Momtrepreneur; a successful entrepreneur who founded the company. BB specializes in building Corporate

Service Cultures, offering services in Development of Organizational Behavior and Human Resources, providing expertise in Organizational Development, Capacity Building and Talent Management.

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